

RADIO COMMERCIAL ASSIGNMENT

Audacity Audio Editing

REMINDERS

- Plug in headphones before opening Audacity.
- Choose Royal Free sounds and music.

PROJECT

This project will give you the opportunity to follow a radio script for a commercial (script is on the back side of this handout). You will record your own audio (must be your voice) and add sound effects. The project will also have background music. You will determine the background music based on the tone you wish to use in your commercial. Be sure your voice is animated and matches the overall tone!

STEP 1: Get Music/Set Tone

Obtain the mp3 song from the following website make sure to copy the download from your download file into a music file.

<http://freeplaymusic.com/browsemusic.aspx>

STEP 2: Locate Appropriate Sound Effects

You need three required sound effects: cash register/money, record scratch, and phone dialing.

You must use at least **one** other sound effect that is of your choosing. A good place to find these is—

<http://soundbible.com/royalty-free-sounds-1.html>

(You may also record your own homemade sound effects. Just make them sound as real as possible!)

STEP 3: Record Your Narration

Follow the script. You can adlib, but you must use everything from the script. You will be graded on the clarity and how convincing your voice is. ACT, ACT, ACT!

STEP 4: Organize

Put all your files in order. Be sure to adjust volumes so everything goes together seamlessly. Also, drop in your sound effects so that they are in the correct place. Be sure your music is not too loud!

STEP 5: Add Effects

Highlight sound clips and use the Effect menu as needed to achieve the desired special effects. Also, be sure the music fades in and out so that it doesn't sound odd.

STEP 6: Test and Export

When you are satisfied with your work, test it and export it. Make any changes and re-export so that I may grade it.

SCRIPT

Remember to adjust your voice based on the overall tone of your message... get your music first and decide what tone you wish to take... use your imagination!!! You could be hyper and happy or depressed and cranky. Replace "Your Name" with your actual first name, please!!!! ☺

SPECIAL EFFECTS: To add an echo, highlight the sound clip and click Effect, Echo. Enter a delay time and a decay factor of not more than 0.5 seconds; less may sound better, so experiment with it to get the effect you want)

(Music fades in... can do this with an effect.. highlight small part of the beginning of your music file and go to Effect, Fade In)

(5 seconds of music)

VOICE 1: (Echo) Your Name....

YOU: Uh.. y-y-yes??

VOICE 1: (Echo) Your Name, this is your conscience...

YOU: My conscience! Leave me alone...

VOICE 1: (Echo) It's that time of year again... it's time for you to

YOU: (interrupting..overlap it with the previous comment) Time for me to what? Clean out my gutters? Change my oil? (you can change these to two different silly things if you want)

VOICE 1: (Echo) No, it's Christmas time! Time to...

YOU: (interrupting..overlap again) Sing Christmas carols? Wrap presents?

VOICE 1: (Echo) Would you let me do the talking?

YOU: Gosh, go ahead...

VOICE 1: (Echo) (cough..huh huh huh.. getting attention) It's time to get your family together for Christmas pictures. And right now, you can get two 8x10s and 24 wallets at Prestige Portraits for only \$29! (Sound effect.. money/cash register)

YOU: Hm.. are you sure this is my conscience? I don't even like having my picture taken!

VOICE 1: (Echo) (stammering) W—well, of course it is.. I am your conscience reminding you to...

YOU: (interrupting..overlap) Wait a minute! This is Chris from Stewart Portraits up the road. I know your voice.

VOICE 1: (Echo) No, no, this is your conscience... do not question your conscience!

YOU: Well, whoever you are, I know a good deal when I hear one. I'll call Stewart Portraits right now and make my holiday photo appointment! (Sound effect of phone dialing)

VOICE 1: (no echo..normal) Great, I can schedule that for you right now.

YOU: Wait a minute, (record player scratch sound) I thought you were my conscience!

ANOTHER VOICE: (this can be anyone.. needs to be high energy.. peppy..overdone) Stewart Portraits.. for all your holiday photography needs. Call 777-1356 today!

(Music fades out)

RADIO COMMERCIAL ASSIGNMENT: CHRISTMAS

GRADE SHEET

Names: _____

Requirement	Points Possible	Deducted
Appropriate instrumental Christmas music is used in the background and volume is adjusted accordingly (amplification decreased to work with dialogue)	5	
The three required sound effects are used and sound real; adjust volume if necessary	15	
Another sound effect is used to make the commercial more original; list the effect here— _____	5	
Why did you add this? _____		
Narration recorded is your own voice and is <u>clear</u> and <u>convincing</u> ; matches <u>tone</u> of the commercial	15	
Overall commercial flows smoothly; sound effects are eased in as needed to sound real and narration is overlapped during interruptions (see instructions on script)	5	
Effects are added as indicated on the script (Echo to conscience; music fades in and out)	10	
Turned in on time (late projects will not be accepted after the end of the week; this is all or nothing)	5	
TOTAL	60	